

# Development and validation of a physical wellness measure: Effects of perceived and aspirational wellness on food purchase behaviors

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Cite as:

Kim Nayeong, Moon Junghoon (2025), Development and validation of a physical wellness measure: Effects of perceived and aspirational wellness on food purchase behaviors. *Proceedings of the European Marketing Academy*, 54th, (126463)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



# **Development and validation of a physical wellness measure: Effects of perceived and aspirational wellness on food purchase behaviors**

## **Abstract:**

This study develops and validates a 19-item physical wellness scale consisting of physical activity, nutritional vigilance, appearance management, and fatigue and pain resistance. The scale demonstrates strong reliability and validity across convergent, discriminant, and nomological dimensions. The developed measure was tested to examine its effect on consumers' food purchase behaviors in terms of perceived and aspirational wellness. The results show that perceived and aspirational physical activity positively influence whole-grain purchases. Perceived and aspirational nutrition vigilance increase organic food purchases, while perceived and aspirational appearance management promote functional food purchases. In addition, perceived and aspirational resistance to fatigue and pain reduce processed meat purchases. The scale's performance highlights its relevance and utility in consumer research, offering key insights into how physical wellness dimensions influence food-related consumer behaviors.

*Keywords: measure development, physical wellness, food-related behavior*

*Track: Consumer Behavior*